

Module-4

- What are the main factors that can affect PPC bidding?

Several key factors can influence pay-per-click (PPC) bidding.

1. Budget Allocation
2. Keyword Selection
3. Quality Score
4. Competitor Bids
5. Ad Rank
6. Device Targeting
7. Geographic Targeting
8. Time of Day/Day of Week
9. Seasonal Trends
10. Bid Strategy
11. Industry and Niche
12. Ad Extensions
13. Conversion Data
14. Auction Insights
15. Negative Keywords

- How does a search engine calculate actual CPC?

Actual CPC Formula:

Actual CPC = (Ad Rank of Competitor Below You / Your Quality Score) + 0.01

Description:

1 Ad Rank of Competitor Below You : This is the advertiser's ad rank just below your position in the auction. Ad rank is determined by multiplying the advertiser's bid by their quality score.

2 Your Quality Score: A score assigned by the search engine based on factors such as ad relevance, expected click-through rate (CTR), and landing page experience.

3 + 0.01: A small increment is added to ensure you only pay the minimum amount necessary to maintain your position above the competitor.

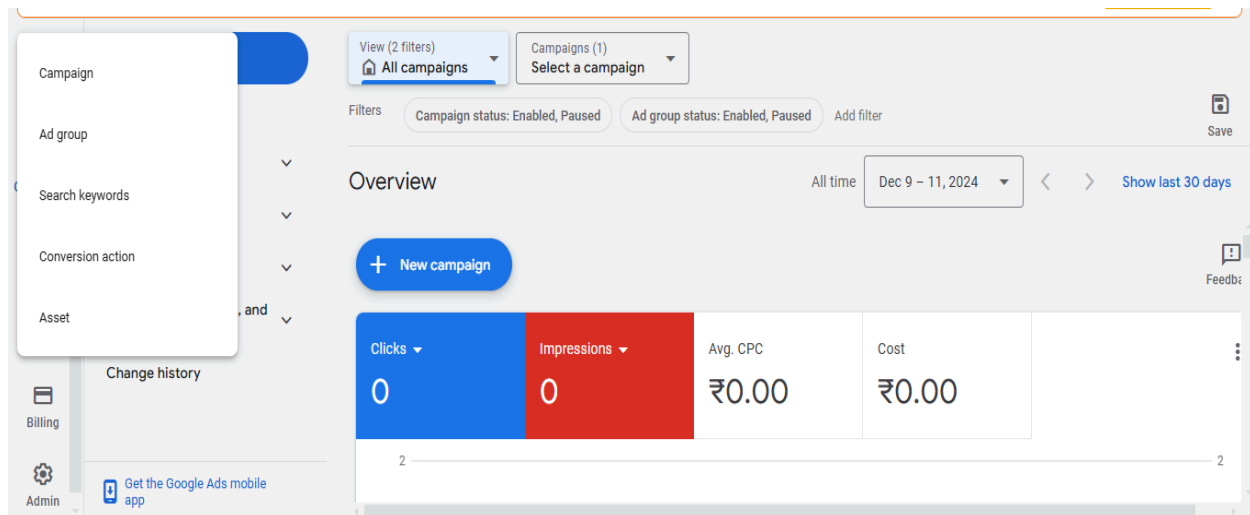
- **What is a quality score and why it is important for Ads?**

Quality Score measures how relevant and useful your ad, keywords, and landing page are to users. It ranges from 1 to 10, with higher scores indicating better quality.

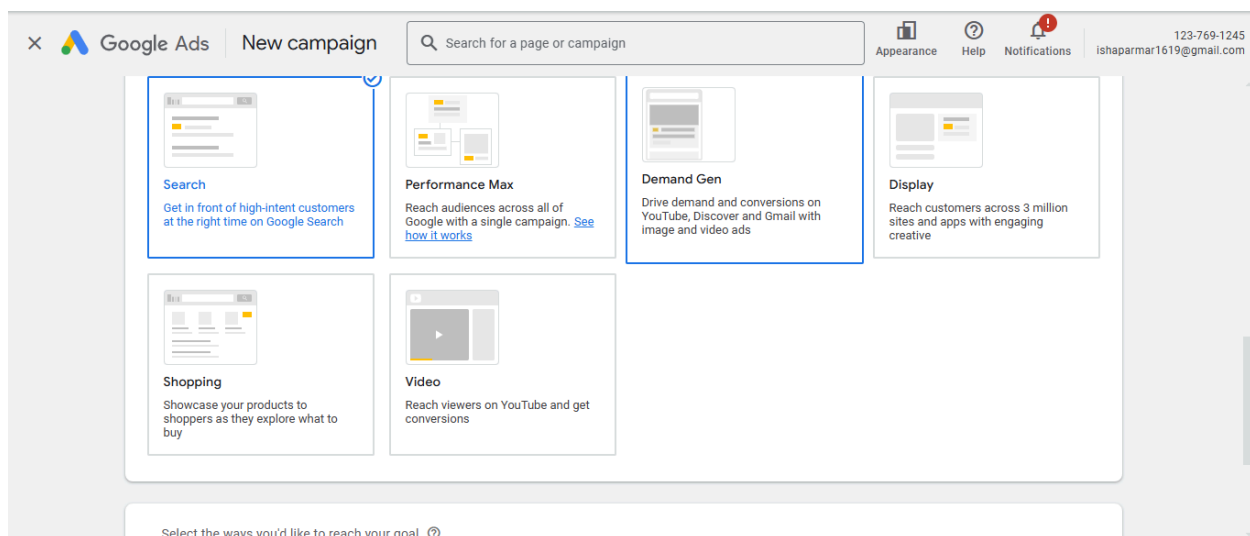
Why Important:

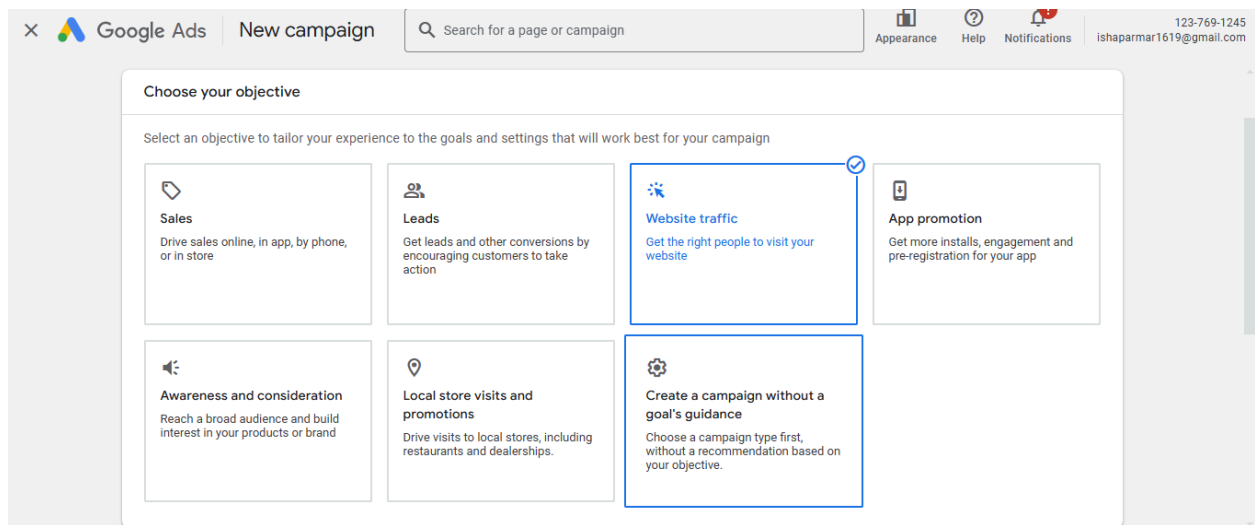
1. Reduces Costs: Higher scores lower your cost-per-click (CPC).
2. Boosts Rankings: Improves ad positions without raising bids.
3. Increases Efficiency: Ensures better results for your ad spend.
4. Enhances Visibility: High scores lead to more frequent ad displays.
5. Supports User Experience: Relevant ads match user intent, driving more engagement

- Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience

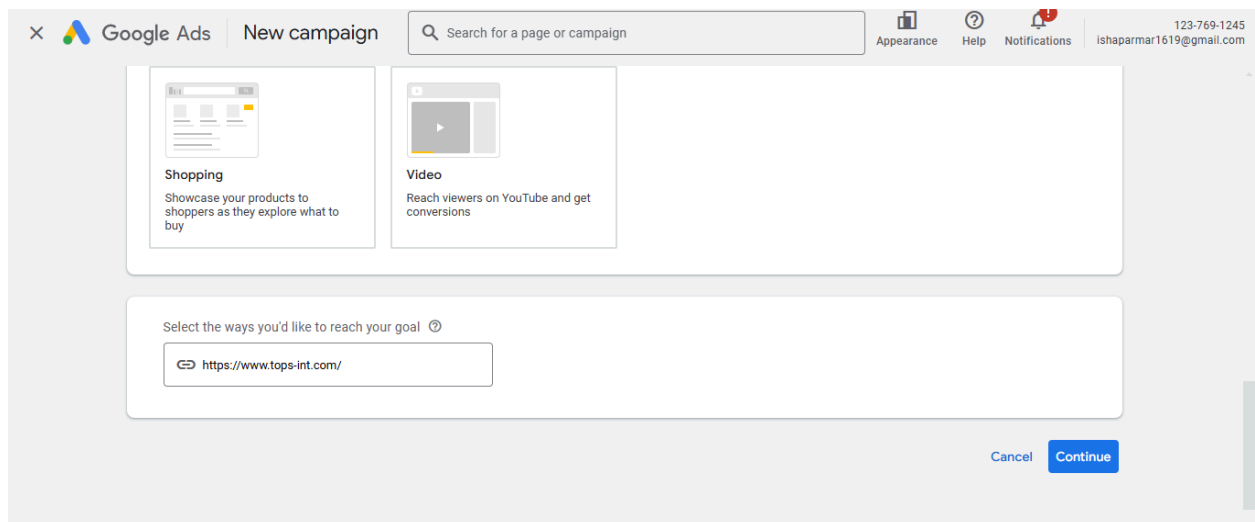


- Create an ad for www.tops-int.com to get the maximum Clicks.





- Create an ad for www.tops-int.com



Google Ads

New campaign

Search for a page or campaign

Appearance

Help

Notifications

123-769-1245

ishaparmar1619@gmail.com

Bidding

Bidding

What do you want to focus on?

Conversions

☐ Set a target cost per action (optional)

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition

☐ Bid for new customers only

This option limits your ads to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition

Your estimated performance is shown after you've entered

Keywords

o Create an ad for the display network.

Google Ads

New campaign

Search for a page or campaign

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Help

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123-

ishaparmar1619@gi

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

☒ Google Search Partners Network (recommended)
Ads can appear near Google Search results and on other [Google Search Partners](#) websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Parked Domains, as well as YouTube and other Google sites.

☒ Google Display Network (recommended)
Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Locations

Select locations for this campaign

☐ All countries and territories

☒ India

Your estimated performance is shown after you've entered

Keywords

Keyword and asset generation

Keyword and asset generation

Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

Final URL (required) *

<https://www.tops-int.com/>

Keyword and asset generation is only available in English

What makes your products or services unique?

Describe the product or service to advertise (required) *

TOPS Technologies is a leading IT training and placement company in India, with a focus on providing job-oriented courses and assisting students in securing placements with top IT companies. We have a proven track record of success, having trained and placed over 100,000 students with 2,000+ partner companies across India. Our



Your estimated performance is shown after you've entered

- Keywords



Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

<https://www.tops-int.com/>

Enter products or services to advertise

[Update keyword suggestions](#)

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

it training and placement
it course near me
it training courses
training company
it training online
online training
training courses
technology courses
online courses
career courses

Get help creating your ad BETA

I can help you create headlines and descriptions at any time. For example you can tell me more about your business or ask me to focus on a particular product or service you offer.

Type message



80.4%

Ad group 1

Weekly score
111

Cost/Conv.
₹179.05

Weekly cost
₹19,80...

Google Ads

Create sitelink

Try adding a unique head unpinning so

logo, Google will use yo URL to add them for yo

Get access

Sitelinks

Add links to your ads to take people to specific pages on your website.

Sitelink 1 Recommended

Sitelink 2 Recommended

Sitelink 3 Recommended

IT Training Programs

https://www.tops-int.com/fullstack-training-course

Sitelink text

IT Training Programs

20 / 25

Description line 1 (recommended)

Boost your tech skills fast

27 / 35

Description line 2 (recommended)

Explore IT courses and certificates

35 / 35

Final URL

https://www.tops-int.com/fullstack-t

27

Preview

Highlight sitelink

Sponsored

https://www.tops-int.com/

Tops Int - Top IT Training Company

Best IT Training & Placement Company in India | Tops Technologies. Find Your Next Job At TOPS Job Fest.

IT Training Programs

Job Placement Services

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Create Cancel

Google Ads

Add a lead form to your campaign

training courses

technology courses

online courses

career courses

The broad match

Learn more about

Ads

Try adding a unique head unpinning so

Final URL

https://www.tops-int.co

Create your lead form

Headline

Attend Free demo Class

22 / 30

Business name

Tops Technologies

17 / 25

Description

Best Learning Platform

22 / 200

Questions

To change the information you ask for after saving your campaign, you will have to create a new form

Contact information

☒ Name

☒ City

☐ First name and last name

☐ Zip/Postal code

☒ Full name

☐ State/Province

☒ Phone number

☐ Pre-filled

Tops Technologies

Best Learning Platform

Name

City

Phone number

Email

Which program are you interested in?

Please select one

Apply Cancel

Choose a proper Target audience.

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ds, at

is

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×

Edit demographics

Ad group: Tops_technologies > Ad group 1

Gender

☒ Female

☒ Male

☒ Unknown [?](#)

Age

☒ 18 - 24

☒ 25 - 34

☐ 35 - 44

☐ 45 - 54

☐ 55 - 64

☐ 65+

☒ Unknown [?](#)

Household income

☒ Top 10%

☒ 11 - 20%

☒ 21 - 30%

☒ 31 - 40%

☒ 41 - 50%

☒ Lower 50%

☒ Unknown [?](#)

Note: Household income targeting is only available in select countries. [Learn more](#)

Save demographics

Cancel

Google Ads

Create

Campaigns

Campaigns

Goals

Tools

Billing

Admin

Insights and reports

Campaigns

Assets

Audiences, keywords, and content

Search keywords

Audiences

Locations

Content

Ad schedule

Get the Google Ads mobile app

×

Edit audience segments

Campaign: Tops_technologies

Select audience segments to add to a campaign or ad group. You can create new Your data segments by clicking on **+ New segment** in the Search tab. [?](#)

☐ Targeting

Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

☒ Observation (recommended) [?](#)

Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

SearchBrowse

Q students

⊗

Who they are (12)

^

☒ Detailed demographics
Current College Students

-

☐ Detailed demographics
Parents of Grade-Schoolers (6-12 years)

-

☒ Detailed demographics
High School Graduate

-

4 selected

Detailed demographics

Education > Highest Level of Educational Attainment
Bachelor's Degree

Education > Highest Level of Educational Attainment
Advanced Degree

Education > Highest Level of Educational Attainment
High School Graduate

⊗

⊗

⊗

Save

Cancel

Expected conversion: need maximum user engagement within the budget.

The screenshot shows the Google Ads interface. At the top is the Google search bar with 'google ads' entered. Below it are navigation links: All, Images, Videos, Shopping, News, Web, Maps, and More. A 'Tools' link is on the right. The main content area is titled 'Your Google Ads summary' with a note 'Only you can see this summary'. Below this is the account name 'Tops_technologies' and a status 'ELIGIBLE (LEARNING) Your ads are showing'. A warning box states 'Your account balance has run out' with a 'Fix It' button. A table for the 'Last 7 days' shows 0 Clicks, 0 Impressions, ₹0.00 Avg. CPC, and ₹0.00 Cost. A sponsored ad for 'Tops Int - Top IT Training Company - Tops Technologies' is displayed, including the website 'www.tops-int.com' and a description: 'Best IT Training & Placement Company in India | Tops Technologies Find Your Next Job At TOPS'.

Last 7 days			
0	0	₹0.00	₹0.00
Clicks	Impressions	Avg. CPC	Cost

Budget: 5000

The screenshot shows the 'Budget' section of the Google Ads setup. It prompts the user to 'Set your average daily budget for this campaign'. A text input field contains '₹5,000.00'. To the right, a note explains: 'For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)'. At the bottom right are 'Cancel' and 'Save' buttons.

Budget
Set your average daily budget for this campaign
₹5,000.00

